

Local Food Innovators: Full Circle Farm



Full Circle Farm was founded on the simple philosophy that "nature has no waste basket, it has cycles".

Dedicated to **“regenerating our eco-system, food and community”**, this pasture based, regenerative farm aims to mimic a natural, healthy ecosystem.

We caught up with co-owner, Shannon Kelly, to find out more about how they’re producing **grass-fed and finished beef, pasture-raised chicken, and pastured eggs**, all while creating a bio-diverse and healthy landscape.



The hospitality industry obviously thrives off the back of farmers who work tirelessly to produce quality ingredients, and Full Circle Farm is no exception. What is it about your business that makes you stand out from traditional farms?

We are an unconventional farm that produces food in the polar opposite way to typical industrial models. We produce meat and eggs with three main focuses: ethical treatment of our animals, environmentally enhance farming practices, and highly nutritious, chemical free products.

Fresh, high quality produce is definitely a game changer in any kitchen, whether it's a Michelin star meal or a home cooked dinner.

Would you say this is what your customers love about you?

Yes, our customers would 100% say the quality of our products is the best thing about us.

With agricultural and hospitality landscapes constantly evolving, there is a growing need for new and creative ideas. What practices have you implemented at the farm to contribute to innovation within these industries?

We’re bucking the trend of industrial agriculture, therefore creating positive change in the hospitality industry as a result. We want to create more of a focus on food that's grown with more thought for the long term ramifications of our society, the environment and consumer health.



We really admire your holistic approach to growing food.

In a business at the mercy of so many external factors, what has been the biggest challenge for you over the past few years?

Definitely the weather! We've had two and a half years of mind boggling wet and floods.



Ah yes, the age old battle between farmers and Mother Nature!

What innovative solutions have you come up with in that time to overcome this challenge?

We've started adapting to the wet season by changing animal rotations during times of heavy or continued rainfall, improving infrastructure and learning more about our land so that we can better farm it in wet times.

Sounds like a very well-rounded strategy.

What area are you most hoping to concentrate on as you continue to grow your business?

Finding and tapping into a target market of customers who are seeking this type of food.

We can't imagine you would have any trouble finding a market for such stellar quality produce.

Looking ahead, what do you see the local hospitality industry looking like in five years' time?

I think there is room for growth, especially in terms of unique dining experiences, particularly something like "farm to plate" nights on local farms would be really cool.



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